

# NATIONAL CANNERS ASSOCIATION

## INFORMATION LETTER

PUBLICATION OR REPRODUCTION NOT PERMITTED

No. 420

Washington, D. C.

September 5, 1931

### LABELING OF WATER-PACK FOODS

The Food and Drug Administration has decided to make no objection to the use of such a legend as "Packed in water" in lieu of the term "Water-pack" to describe the article coming under the exception set up for "Water-pack" in the regulations promulgated under the McNary-Mapes amendment to the Food and Drugs Act. In response to an inquiry on this subject from fruit canners, the Food and Drug Administration has written as follows:

The apprehension expressed in your letter of August 21 that the term "water-pack" unduly stigmatizes the article to which it refers, has been shared by a number of canners. This term was selected as a concise and correct statement to designate an article standard in every respect except that of the medium in which it is packed. It is in no sense a low quality article. The term "water-pack" will no longer be associated with the low quality article which you have in mind in those cases where standards of quality have been promulgated.

We recognize, however, that because of the sense in which the term has been used in the past, it may continue to stigmatize the product in the minds of purchasers and we have decided to make no objection to the use of such a legend as "Packed in water" in lieu of the term "Water-pack" to describe the article coming under the exception set up for "water-pack."

### DISTRIBUTION OF SALES OF FISH CANNERS AND PRESERVERS

Manufacturing plants in the United States (not including Alaska) engaged primarily in canning and preserving fish and shellfish sell principally to wholesalers. Data collected for the Census of Distribution show that of the total sales in 1929 classified according to types of purchasers, amounting to \$76,280,000, 84.8 per cent or \$64,677,000, was sold in this way.

The total sales by the 348 manufacturing plants in this industry in 1929 amounted to \$80,522,000. Of this sum 95 per cent, or \$76,280,000, was classified according to types of purchasers by 299 manufacturers. Thirty-three plants, with sales of \$1,879,000, were unable to distribute their sales, and 16 plants, reporting sales of \$2,363,000, sold through selling agents or commission houses with further distribution unknown.

Of the distributed sales, manufacturing plants sold 3.7 per cent, or \$2,810,000 worth of goods, to their own wholesale branches for resale to dealers or industrial users.

The remaining sales were made as follows: To retailers, 8.7 per cent, or \$6,659,000; to manufacturers' own retail branches, .4 per cent, or \$303,000; to industrial users (manufacturers using fish oil, scales, meal, etc.) 2 per cent, or \$1,530,000; and direct to household users, .4 per cent, or \$301,000.

Of the above sales to dealers and industrial users more than one-half (\$37,387,000) was made through manufacturers' agents, selling agents, brokers or commission houses. One hundred forty-one manufacturing plants sold through such agents, 99 of them selling their entire output in this way.

The total sales as shown above are \$327,000 less than the value of products reported by the census of manufacturers. This difference is explained by the fact that 19 plants reported stocks on hand at the end of the year valued at \$3,516,000, whereas 23 plants included jobbing to the extent of \$3,189,000 in their sales reports.

There are 348 manufacturing plants in the United States (not including Alaska) engaged primarily in canning, pickling, smoking and drying fish, and in canning crabs, lobsters, shrimps, oysters and clams. The following table shows the distribution of sales by the 299 plants which classified their sales. The shucking of oysters by plants engaged solely in that operation is not included in this industry.

	Selling value (f. o. b. factory)	Per cent of sales	Total	Number of plants Selling exclusively as indicated
Total sales distributed by manufacturers reporting a . . . . .	\$70,280,000	100	6299	.....
Sales to manufacturers' own wholesale branches c . . . . .	2,810,000	3.7	25	10
Sales to manufacturers' own retail branches c . . . . .	303,000	.4	7	.....
Sales to dealers:				
Wholesale . . . . .	64,677,000	84.8	249	163
Retail . . . . .	6,659,000	8.7	77	22
Sales to users:				
Industrial (manufacturers using fish oil, scales, meal, etc.) . . . . .	1,530,000	2.0	33	11
Household . . . . .	301,000	.4	20	.....

\* The total sales for this industry in 1929, reported by 348 manufacturing plants, amounted to \$80,522,000. Thirty-three plants were unable to distribute their sales according to types of purchasers, and 16 establishments reported their sales made through selling agents, with further distribution unknown.

<sup>c</sup> Inasmuch as some plants sell to more than one type of customer, this figure is less than the total of the figures shown below it.

<sup>w</sup> This report does not show the sales by manufacturers' own sales branches to dealers or users.

#### NAVY ASKS BIDS ON CANNED FOODS

The Navy Department is asking for bids on a quantity of canned apple sauce, canned pumpkin and canned kidney beans, the opening dates for these bids to be October 13, 20 and 27, re-

spectively. The Department's request calls for about 660,000 pounds of apple sauce, 370,000 pounds of kidney beans, and 300,000 pounds of pumpkin. Copies of the schedules on which to submit bids may be obtained from the Bureau of Supplies and Accounts, Navy Department, Washington, D. C.

#### CANNED MILK PRODUCTION AND STOCKS

The statistical position of condensed and evaporated milk (case goods) on August 1, as shown by reports to the Bureau of Agricultural Economics from firms operating 99 per cent of the total case goods factories, was as follows:

	1931	1930	Change
	Pounds	Pounds	Pct.
Total stocks, August 1 (43 firms):			
Evaporated milk	275,930,834	258,437,080	+ 6.76
Condensed milk	24,070,653	35,005,989	-31.24
Total unsold stocks, August 1 (31 firms):			
Evaporated milk	200,423,337	218,700,067	- 4.27
Condensed milk	20,338,566	30,865,510	-34.11
Total production, July (41 firms):			
Evaporated milk	121,958,798	148,085,450	-17.64
Condensed milk	7,993,346	9,306,044	-14.11

#### TRUCK CROP MARKETS

The total carlot shipments of 36 principal fruits and vegetables maintained a moderate volume of 20,550 cars for the week ended August 29, compared with 22,250 during the same week of last season, according to the U. S. Market News Service. Peaches again led the list by a wide margin, with movement increasing to 6,140 cars.

#### CARLOT SHIPMENTS

Commodity	Aug. 23-29 1931	Aug. 16-22 1931	Aug. 24-30 1930	Total this season thru Aug. 29	Total last season thru Aug. 30	Total last season
Apples, total	621	421	868	5,218	6,647	109,792
Eastern states	314	266	556	2,858	4,027	43,255
Western states	307	155	312	2,360	2,620	66,537
Beans, snap and lima	28	30	22	8,004	8,955	9,550
Beets	4	5	.....	1,512	.....	.....
Blackberries, dewberries loganberries	18	41	.....	266	.....	.....
Cabbage	473	389	466	21,544	18,798	38,319
Carrots	70	77	67	9,059	9,769	12,441
Cauliflower	116	97	239	430	420	9,602
Cherries	3	5	6	1,875	2,578	2,581
Cucumbers	155	192	172	5,878	6,087	7,643
Mixed deciduous fruit	347	234	550	2,728	4,021	5,921
Mixed vegetables	401	422	529	21,563	22,983	31,180
Peaches	6,137	4,570	3,955	40,019	30,450	38,490
Pears	1,387	1,434	2,150	10,583	13,080	28,835
Pears, green	71	108	174	6,256	6,093	6,800
Peppers	14	10	14	2,575	2,186	2,786
Plums and fresh prunes	325	495	726	4,283	6,349	8,716
Spinach	9	15	.....	9,386	9,414	9,636
Tomatoes	295	244	483	22,084	24,020	34,030

**MEMBERSHIP LIST DISTRIBUTED**

The Membership List of the National Cannery Association, as corrected to August 15, 1931, was mailed this week to members of the Association, and anyone who failed to receive his copy is requested to notify the Washington office so that another copy may be sent.

Copies of this Membership List are also being mailed to members of the Canning Machinery & Supplies Association, National Food Brokers Association, National Wholesale Grocers Association, American Wholesale Grocers Association, and to a list of individual chain stores.

**PEA STATISTICS LEAFLET**

With this issue of the Information Letter there is mailed the statistical leaflet showing the pack of canned peas in 1931 and in prior years back to 1908.

**WEATHER CONDITIONS**

The Weather Bureau's review of conditions during the week ended September 1 states that temperatures were mostly seasonable, with a general tendency to slightly subnormal in the eastern half of the country and somewhat above normal in the western. It was decidedly cool, however, in the western Lake region and extreme upper Mississippi Valley, with some slight frost reported in exposed places, and decidedly warm in some of the more western states.

As during several recent weeks, showers to generous rains occurred in nearly all sections from the Mississippi Valley eastward, except that some northern districts were again largely missed, principally lower Michigan and parts of New York. The favorable rains, however, extended farther northwestward than previously, and included the upper Mississippi Valley and many central-northern districts, with some sections in this area having the best weekly falls of the season.

Farther west there were some showers in North Dakota and locally in the eastern portions of South Dakota, Nebraska, and Kansas, but otherwise there was very little precipitation and the soil continues unfavorably dry over the Great Plains states rather generally.

West of the Rocky Mountains conditions remain substantially unchanged, with rather warm weather and practically no rainfall. Frost did some damage in parts of the north-central states, but it was confined mostly to the lower lands and minor truck and garden crops.

**BRITISH MALAYAN PINEAPPLE INDUSTRY**

Exports of canned pineapple from Johore, British Malaya, in 1930, amounted to 1,310,038 cases, valued at \$5,057,589, according to the annual report from that district. Prices were low throughout the year, and although some packers may have made a small profit, returns to the growers have not been such as to encourage further planting or the satisfactory upkeep of many of the existing areas.

**FARM PRICES IN AUGUST**

Lower cotton prices and the continued declines in prices paid to producers for grains, fruits and vegetables, reduced the index of the general level of farm prices to 75 per cent of the pre-war average on August 15. At this time the index was 4 points lower than in mid-July and 33 points below a year ago.

**NEW BULLETIN ON SAUERKRAUT**

The preparation of sauerkraut is described both from the standpoint of the process of making kraut and from that of the fermentation in Bulletin No. 595 issued in July by the New York State Agricultural Experiment Station at Geneva. The bulletin also discusses the various types of spoilage in sauerkraut and other factors that may cause an inferior product.

**REVISED ACREAGE AND PRELIMINARY PRODUCTION OF PEAS**

The preliminary estimate of production of green peas for canning in 1931 is only three-fifths as large as the estimated production in 1930 and is about three-fourths of the five-year average production for the period 1925-1929. Total production is estimated at 291,379,000 pounds compared with 483,908,000 pounds in 1930 and with an average of 392,222,000 pounds for the five years previous to 1930.

The revised estimate of acreage planted in 1931 is 251,230 acres compared with 275,990 acres planted in 1930, or a decrease of 9 per cent. Acreage actually harvested in 1931 is estimated at 217,210 acres compared with 263,800 acres in 1930, or a decrease of nearly 18 per cent. Abandoned acreage in 1931 was 13.5 per cent of the total planted acreage; while for 1930, abandonment was only 4.4 per cent of the planted acreage. The heaviest loss of acreage for the 1931 season occurred in Michigan, Wisconsin and Minnesota, where the intense heat of late June and early July was disastrous to the late peas and greatly reduced yields on the crop as a whole. The estimated acreage abandoned is intended to include only that part of the planted acreage from which no peas were harvested for canning purposes.

The average yield per acre on the harvested acreage is 1,341 pounds, or the lowest yield on record for the 14 years for which Government estimates have been made.

The table below gives, by states, the estimates of harvested acreage, yield per acre, and total production for 1930 and 1931

	Acreage		Yield Per Acre		Production	
	1930	1931	1930	1931	1930	1931
	<i>Acres</i>	<i>Acres</i>	<i>Pounds</i>	<i>Pounds</i>	<i>1,000 lbs.</i>	<i>1,000 lbs.</i>
Maine .....	1,330	1,470	2,250	1,430	2,002	2,102
New York .....	34,440	31,900	2,200	1,290	75,768	41,151
New Jersey .....	500	550	500	1,430	250	786
Pennsylvania .....	2,010	1,920	900	1,550	1,800	2,976
Ohio .....	5,410	5,800	850	1,540	4,598	8,932
Indiana .....	6,270	5,950	2,210	2,660	13,857	15,827
Illinois .....	12,660	13,100	2,200	1,670	27,852	21,877
Michigan .....	11,660	10,200	1,800	1,060	22,037	10,812
Wisconsin .....	127,000	93,600	1,810	1,130	229,870	105,708
Minnesota .....	17,900	15,500	1,730	880	30,967	13,640
Delaware .....	3,200	2,620	330	1,830	1,056	4,795
Maryland .....	13,000	13,560	*500	1,640	*6,500	22,730
Montana .....	3,500	2,450	2,340	2,500	8,190	6,125
Colorado .....	3,700	3,500	1,818	1,480	6,727	5,180
Utah .....	13,070	7,200	2,750	2,040	35,942	14,688
Washington .....	2,100	2,000	2,500	1,460	5,250	2,920
California .....	950	1,000	2,640	2,200	2,568	2,200
Other states † .....	5,100	4,590	1,517	1,932	7,735	8,870
U. S. Total .....	263,800	217,210	*1,834	1,341	*483,908	201,379

\* Revised.

† "Other States" include: Idaho, Iowa, Kansas, Tennessee, Virginia, and Wyoming.

#### MARKET FOR CANNED LOGANBERRIES IN NORTH OF ENGLAND

The following information from the Canadian Trade Commissioner at Liverpool appeared in the August issue of the "Commercial Intelligence Journal" at Ottawa, Canada:

According to a report published this year by the Empire Marketing Board, a survey undertaken among retailers throughout the United Kingdom revealed that 34 per cent of the shops visited were stocking canned loganberries. It was found that on the whole this fruit was being more frequently stocked in the Midlands and Southern areas than in the North.

A fair demand has been built up in the Liverpool district since the war. This class of fruit, because of its cheaper price, has to a considerable extent replaced imported canned raspberries and strawberries. Opinions among wholesalers differ, however, as to whether or not the general demand for loganberries is growing. Some firms report that when this product first came on the British market it was something of a novelty, and a very good demand developed. Some years ago, as a result of over-supply, buyers had a considerable carry over of this commodity, which seems to have a tendency to get out of condition if kept too long, resulting in blown tins. The trade thus experienced somewhat of a setback, and while this has, it is



believed, been largely overcome through improved methods of packing, importers state that they prefer not to carry stocks from one season to another.

By far the larger proportion of the loganberries imported to this market come from Washington and Oregon, with much smaller supplies from British Columbia. The rapid development of the English canning industry during the last year or so has considerably affected the whole soft fruit market, and the general view is that English loganberries are gaining ground and are likely to capture a much larger share of the market as production increases. The quality of last year's English loganberries is reported as excellent, and it is understood that this year's pack will reach sufficient proportions to offer real competition to imported berries.

### BUSINESS INDICATORS

(Weeks ended Saturday; weekly average 1923-25=100)

	1931			1930		
	Aug. 29	Aug. 22	Aug. 15	Aug. 30	Aug. 23	Aug. 16
General business:*						
New York Times.....	72.3	a72.4	87.3	87.0	87.3	
Business Week.....	71.5	a73.0	86.8	88.9	87.7	
Freight car loadings.....	78.1	77.5	102.7	98.1	96.3	
Wholesale prices (Fisher's):						
All commodities.....	68.9	69.4	69.5	83.3	82.8	83.6
Agricultural products...	57.0	58.3	59.0	86.5	85.8	86.8
Non-agricultural products	72.1	72.4	72.5	81.3	80.8	81.8
Bank debits outside New						
York City.....	76.8	83.8	83.0	93.8	110.0	102.9
Bond prices.....	103.6	103.9	104.7	108.3	108.0	107.6
Stock prices.....	126.5	128.0	128.9	206.2	202.5	196.9
Interest rates:						
Call money.....	36.4	36.4	36.4	48.5	56.5	60.6
Time money.....	40.0	37.3	34.3	74.3	74.3	75.2
Business failures.....	107.1	109.1	110.8	115.7	107.1	108.4

\* Relative to a computed normal taken as 100.

a Revised.

### CAR LOADINGS

	Total	Miscellaneous	Merchandise	
			L. C. L.	Other
Week ended August 22.....	748,711	280,590	214,010	254,111
Preceding week.....	742,736	283,107	212,770	246,859
Corresponding week, 1930.....	940,558	367,089	236,423	339,046
Corresponding week, 1929.....	1,137,906	455,948	261,800	420,218

### CANADIAN VALUATIONS ON APRICOTS, RASPBERRIES AND STRAWBERRIES

The Canadian fixed customs valuations for import duty purposes on strawberries, raspberries, and apricots have been cancelled, effective August 27, 1931, reports the American commercial attache at Ottawa. The valuations were 12 cents per pound on strawberries, established May 20; and 4 cents and 15 cents per pound, respectively, on apricots and raspberries, established June 27, 1931. The fair market value in the country of export will now be taken as the basis for the advalorem duty of 20 per cent on each of these products.

**PART II OF LOUISVILLE SURVEY PUBLISHED**

The market and retail cost analysis phase of the Louisville Grocery Survey is presented in "Costs, Markets, and Methods in Grocery Retailing," recently issued by the U. S. Bureau of Foreign and Domestic Commerce as Distribution Cost Study No. 8, Part II of the Louisville Grocery Survey. Included in the bulletin are general discussions of the consuming habits, purchasing power and population of the cities covered by the survey, together with methods and suggestions that may be profitably applied to an individual grocery business. Copies are available from the Superintendent of Documents, Government Printing Office, Washington, at 20 cents each.

Part III of this survey will contain the individual commodity studies undertaken in connection with this survey of grocery stores at Louisville.

**REPORTS ON FOREIGN TRADE AVAILABLE**

The American consul at Hamburg has furnished the Department of Commerce a comprehensive report on the German fishing industry and trade. Information on production, statistics showing exports and imports, demand, consumption, distribution, etc., is contained in the report.

The American vice-consul at Stavanger has furnished a report on the Norwegian market for canned fruits and preserves. It discusses the demand, domestic manufactures, imports, local preferences, advertising and sales methods, import duties, etc.

Interested American firms can secure the loan of these reports upon application to the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce at Washington or to any of its district or cooperative offices.

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